

Name: _____

Date: _____

Teacher: _____

Treatment Script

A treatment script is an outline of the main elements of a video or how you treat the video. You may think of the treatment script as the guide of what you will create.

1. Watch the Universe Mash-up example, *From the Inside Out*. Put yourself in the place of the creator of the video and answer the following questions to better understand the video's main elements. These main elements would be the treatment script.
 - What's the theme or central message?
 - Who is the audience?
 - What's the purpose of the video?
 - What's the desired outcome – what do you want the viewer to do, think or feel?
 - What style has been successful with this particular audience in the past?
 - What's new or different about this subject?
 - What's the budget for the production?
 - How long will the finished video be?
2. Think about the project you want to create and then answer those same questions. Use your answers as guidelines as you write your treatment script for your Universe Mash-up.